



Partner with The Water Tower

The Water Tower (TWT), the premier innovation center campus in Gwinnett County, Georgia, is a hub for technology development, research, education, and training. TWT seeks to forge powerful R&D collaborations, foster economic development, and equip water and wastewater utilities with the research, technology, and training needed to meet current and emerging challenges in the sector. Partnering with TWT provides a unique opportunity to participate in leading-edge water innovation fueled by imagination, informed by research, and powered by pioneers. Join our ecosystem of innovation today!

Sustaining Partners and Associated Benefits - \$30,000 per year

Like our Founding Partners, which were an elite group of early supporters of The Water Tower, funding from our Sustaining Partners is critical to sustaining the organization's programming. Sustaining Partners will automatically be sponsors of and have unique access to programming events as described below.

- Listed in TWT building, annual report, website, and newsletters
- Entity-specific social media posts
- Opportunity to highlight company specific projects or products in digital signage in lobby or hub
- Sponsorship of special networking events
- Involvement in training course development and key teaching slots
- Involvement in workshop and webinar development and key speaking slots
- Sponsorship of anchor events at no additional cost; for golf tournament this includes a hole sponsorship
- Access to media equipment and editing support for 3-5 min video or 15-30 min podcast (2 per year)
- 3 months of free demonstration/laboratory space per year
- 10% Discount on Co-working Membership

Additional Sponsorship Opportunities

- **Demo Day** (April 21, 2023)
- **Student Water Innovation & Leadership Summit** (November 8, 2023)
- **4th Annual Watering Hole Golf Tournament** (October 26, 2023)



What makes The Water Tower different?

- **Real-world testing.** Access to multiple sources including water, wastewater, and stormwater assets and flows
- **Problem-Solving Pioneers.** Access to leading industry experts & resources to help design, test, and validate the latest technologies
- **Talent Pool and Pipeline.** An active ecosystem for recruitment and training for tomorrow's water workforce

Transformative Partners and Associated Benefits - \$30,000 per year

The Transformative Partnership program is open to water-related manufacturers and vendors who are interested in sustaining the organization's R&D programming. Transformative Partners will automatically be sponsors of and have unique access to programming events as described below.

- Ability to demonstrate a technology or conduct R&D on campus
- Listed in TWT building, annual report, website, and newsletters
- Entity-specific social media posts
- Opportunity to highlight company specific projects or products in digital signage in lobby or hub
- Sponsorship of special networking events
- Involvement in training course development and key teaching slots
- Sponsorship of anchor events at no additional cost; for golf tournament this includes a hole sponsorship

Innovation Partners and Associated Benefits

Innovation Partner Tier 1 – Accelerators - \$15,000 per year

- Listed in TWT building, annual report, website, and newsletters
- Entity-specific social media posts
- Invitation to special networking events
- Teaching slots for training courses and workshops
- Access to media equipment and editing support for 3-5 min video or 15-30 min podcast (1 per year)
- 3 months of free demonstration/laboratory space per year or 10% Discount on Co-working Membership



Innovation Partner Tier 2 – Innovators - \$10,000 per year

- Listed in TWT building, annual report, website, and newsletters
- Entity-specific social media posts
- Invitation to special networking events
- Teaching slots for training courses and workshops
- 2 months of free demonstration/laboratory space per year or 10% Discount on Co-working Membership

Innovation Partner Tier 3 – Incubators - \$5,000 per year

- Listed in TWT building, annual report, website, and newsletters
- Entity-specific social media posts
- Invitation to special networking events
- Teaching slots for training courses and workshops
- 25% Member discount on demonstration/laboratory space or 5% Discount on Co-working Membership

Corporate Friends of The Water Tower - \$250 per year

The Corporate Friends of The Water Tower membership is for small businesses, organizations, and other entities to engage with and support the ecosystem of innovation at TWT. Membership includes ability to rent event space at TWT, invitations to TWT networking events for up to 2 individuals from the company, and recognition in the TWT lobby. We greatly appreciate your support in our mission to provide solutions for water utilities.

Friends of The Water Tower - \$40 per year

We are excited to offer a Friends of The Water Tower membership to individuals for \$40 per year. Our friends will receive the ability to rent event space at TWT, invitation to TWT networking events, and recognition in the TWT lobby. Funding from this category will be used to support our programming such as STEAM events with 8-12 grade students, Water Workforce training, and more.

Join Our Ecosystem of Innovation

If you are interested in partnering with The Water Tower or learning more, please contact info@theh2otower.org or [submit a partnership application](#).

